ABSTRACT OF THE DISCLOSURE

In an ink jet printer, upon a start of a go/return printing position automatic correction control, on the basis of plural preset test pattern numbers, plural kinds of test patterns are printed while a shift amount of return-printing is changed, and each of the test patterns are read by a medium sensor and converted into digital data. For each test pattern, a maximum value, a minimum value, and a center value of AD values (digital numerical values of gradation data) are determined, an amplitude value that is the sum of deviations that are the differences between the AD values and the center value are calculated, and a test pattern having a smallest amplitude value is judged best. A shift amount and a test pattern corresponding to the test pattern having the smallest amplitude value are printed.